

KEEP YOUR CUSTOMERS

How to Stop Customer Turnover, Improve Retention and Get Lucrative, Long-Term Loyalty

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ALI CUDBY graduated from the Wharton School and joined The New York Times Company's corporate planning group. She then left to work as director of marketing for Discovery's Animal Planet, and then to start her own business advisory companies, Fab Foundations, specializing in customer experiences training, and Your Iconic Brand, which helps business leaders improve customer retention. She is the author of two bestsellers, *Busted* and *Fit My Bras*. Ali Cudby currently teaches at Purdue University's Center for Entrepreneurship, and is also in demand as a workshop facilitator and keynote speaker.

The website for this book is at: www.keepyourcustomersbook.com.

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MAIN IDEA

You can't just assume happy customers will buy from you again. Instead, you need to have consistent systems in place which will cultivate long-term customer loyalty and repeat business. You need a good customer loyalty program.



To cultivate loyalty across your organization, you have to clarify:

- WHY loyalty matters
- HOW to target loyal customers
- WHAT you need to do to enhance loyalty
- WHO will be responsible for customer loyalty
- WHERE you put it all together

"Change doesn't happen overnight. As customers interact with your new approach to customer experience, they'll feel seen, heard, and valued. You'll inspire customers to stay longer, spend more, and refer new business to you. When your customers believe your company values them, they'll want more, which means better results for you, your employees, and the people you serve."

– Ali Cudby

"Your company taps into the heart and smart of customer loyalty by creating a consistent process for making customers feel seen, heard, and valued. When you're successful, you generate positive financial, strategic, and cultural impact for your company. You serve your customers, employees, team members, and leaders at a deeper level. The transactional customer experience becomes transformational."

– Ali Cudby

The Customer Loyalty Process

Make emotional CONNECTIONS

Set clear loyalty GOALS

Take measurable STEPS

Use tracking & METRICS

Include customer CELEBRATIONS

WHY loyalty matters Page 2

Pure and simple, customer loyalty is lucrative. If you can increase your customer retention, long-term customers will refer additional business to you, buy more of your products, and cost less than new customers. Loyalty boosts your competitive advantages and generates superior financial returns.

HOW to target loyal customers Pages 3 - 4

Your plan for keeping customers loyal should start with digging into the subset of your current customers who have the greatest potential for loyalty. Discover who your most loyal customers currently are, where to find them, and how to engage them. These are your first steps to building more loyalty.

WHAT you need to do to enhance loyalty Pages 4 - 5

Once you have the right strategy in mind – target more of your most lucrative loyals – you can then focus on applying the right tactics. The overall aim of these tactics will be to create a vibrant customer relationship with your most lucrative loyals.

WHO will be responsible for customer loyalty Pages 6 - 7

To drive greater customer loyalty, you're going to need internal coordination and highly engaged employees. Make sure your company culture is designed around loyalty, and that you track and measure the right data. You also need someone to champion and drive your loyalty initiatives.

WHERE you put it all together Pages 7 - 8

Develop a written tactical plan for how you can make loyalty your everyday reality inside your company. This action plan should be designed to get your team members more engaged with your customer loyalty initiative. The loyalty plan is where you bring together everything you will need.

